GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:69
ANSWERED ON:27.11.2006
REVENUE GENERATION BY DD/ AIR
Bhadana Shri Avtar Singh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) Whether Doordarshan (DD) and Akashvani despite having strong networks have not been able to generate the targeted revenue for the last several years;

(b) If so, the details thereof and the reasons therefore; and

(c) The remedial steps being taken in this regards?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) to (c): A Statement is laid on the Table of the House.

STATEMENT REFFERED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO. 69 FOR ANSWERE ON 27.11.2006.

(a) :Doordarshan and All India Radio have a wide network but primarily they maintain the character of a Public Service Broadcaster. Both AIR and Doordarshan have to inform, educate and entertain the masses across the length and breadth of the country. Their first and foremost priority always remains to enrich the quality of life of the masses through the broadcasts and commercial revenue is secondary. Prasar Bharati have informed that Doordarshan has exceeded its target in the last three financial years and the commercial revenue earned by the AIR has doubled during the last four financial years despite there being no hike in its tariff rate. AIR has exceeded its target of revenue earnings in the last three financial years except for the year 2004-05. During the financial year 2005-06, AIR achieved an all time record of Rs.268.83 crores.

A comparative chart of target and revenue earned by Doordarshan and AIR during the last three financial years is placed at Annexure.

(b) & (c): Do not arise.

ANNEXURE

ANNEXURE REFFERED TO IN REPLY TO PART (a) OF LOK SABHA STARRED QUESTION NO. 69 FOR ANSWERE ON 27.11.2006.

(Rupees in Crores)

Year	Target chart of AIR	Revenue earned by AIR	Target chart of Doordarshan	Revenue earned by Doordarshan
2003-04	126	141.04	525	530.23
2004-05	251.15	156.67	525	665.27
2005-06	237.18	268.83	600	946.96